



WBTV
One Julian Price Place
Charlotte, NC 28208
Sales T & C: www.gray.tv/advertising
(704) 374-3500

CONTRACT

Contract / Revision 1301214 /		Alt Order # WOC12140413
Advertiser House Majority Forward		Original Date / Revision 08/14/19 / 08/14/19
Contract Dates 08/20/19 - 08/26/19	Estimate # 7884	
Product Political		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WBTV	<u>Account Executive</u> Patti Goodnight	<u>Sales Office</u> Charlotte Nation
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agy Code</u> 9914573	<u>Advertiser Code</u> 509	<u>Product 1/2</u> 545
<u>Agency Ref</u> 5337	<u>Advertiser Ref</u> 170684	

And:

Waterfront Strategies
3050 K Street NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WBTV	08/20/19	08/26/19	M-F News at 6a	6:00 AM-7:00 AM		:30			NM	3	\$4,200.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,400.00					
N 2	WBTV	08/20/19	08/26/19	CBS This Morning	7:00 AM-9:00 AM		:30			NM	7	\$7,700.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 7	<u>Rate</u> \$1,100.00					
N 3	WBTV	08/20/19	08/24/19	Sat News at 7a	7:00 AM-8:00 AM		:30			NM	1	\$825.00
		<u>Start Date</u> Week: 08/19/19	<u>End Date</u> 08/25/19	<u>Weekdays</u> -----S-		<u>Spots/Week</u> 1	<u>Rate</u> \$825.00					
N 4	WBTV	08/20/19	08/26/19	M-F Morning Break	9:00 AM-10:00 AM		:30			NM	2	\$1,200.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 2	<u>Rate</u> \$600.00					
N 5	WBTV	08/20/19	08/26/19	CBS Let's Make A Deal	10:00 AM-11:00 AM		:30			NM	3	\$3,600.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,200.00					
N 6	WBTV	08/20/19	08/26/19	CBS Price Is Right	11:00 AM-12:00 PM		:30			NM	3	\$5,400.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,800.00					
N 7	WBTV	08/20/19	08/26/19	M-F News at Noon	12:00 PM-12:30 PM		:30			NM	3	\$5,400.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,800.00					
N 8	WBTV	08/20/19	08/26/19	CBS Soap Rotator	12:30 PM-2:00 PM		:30			NM	3	\$5,400.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,800.00					
N 9	WBTV	08/20/19	08/26/19	CBS The Talk	2:00 PM-3:00 PM		:30			NM	3	\$3,600.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 3	<u>Rate</u> \$1,200.00					
N 10	WBTV	08/20/19	08/26/19	Steve Harvey	3:00 PM-4:00 PM		:30			NM	4	\$2,600.00
		<u>Start Date</u> Week: 08/20/19	<u>End Date</u> 08/26/19	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 4	<u>Rate</u> \$650.00					
N 11	WBTV	08/20/19	08/25/19	CBS Sunday Morning	9:00 AM-10:30 AM		:30			NM	1	\$1,800.00
		<u>Start Date</u> Week: 08/19/19	<u>End Date</u> 08/25/19	<u>Weekdays</u> -----S		<u>Spots/Week</u> 1	<u>Rate</u> \$1,800.00					

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		Start Date	End Date	Weekdays								
		Start Date	End Date	Weekdays								
		Week:	Week:	Week:								
N 12	WBTV	08/20/19	08/25/19	CBS Face The Nation	10:30 AM-11:30 AM		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/25/19	-----S	\$1,100.00							
N 13	WBTV	08/20/19	08/26/19	M-F News at 4p	4:00 PM-4:30 PM		:30			NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/20/19	08/26/19	MTWTF--	\$1,100.00							
N 14	WBTV	08/20/19	08/26/19	M-F News at 430p	4:30 PM-5:00 PM		:30			NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/20/19	08/26/19	MTWTF--	\$1,300.00							
N 15	WBTV	08/20/19	08/26/19	M-F News at 5p	5:00 PM-5:30 PM		:30			NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/20/19	08/26/19	MTWTF--	\$1,600.00							
N 16	WBTV	08/20/19	08/26/19	M-F News at 530p	5:30 PM-6:00 PM		:30			NM	4	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/20/19	08/26/19	MTWTF--	\$1,900.00							
N 17	WBTV	08/20/19	08/26/19	M-F News at 6p	6:00 PM-6:30 PM		:30			NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/20/19	08/26/19	MTWTF--	\$2,400.00							
N 18	WBTV	08/20/19	08/26/19	M-F News at 7p	7:00 PM-7:30 PM		:30			NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/20/19	08/26/19	MTWTF--	\$1,800.00							
N 19	WBTV	08/20/19	08/26/19	On Your Side Tonight	7:30 PM-8:00 PM		:30			NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/20/19	08/26/19	MTWTF--	\$1,700.00							
N 20	WBTV	08/20/19	08/21/19	Big Brother	8:00 PM-9:00 PM		:30			NM	1	\$11,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/25/19	--W----	\$11,600.00							
N 21	WBTV	08/20/19	08/22/19	Big Brother	9:00 PM-10:00 PM		:30			NM	1	\$11,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/25/19	--T---	\$11,600.00							
N 22	WBTV	08/20/19	08/24/19	Crimetime	8:00 PM-9:00 PM		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/25/19	-----S-	\$1,400.00							
N 23	WBTV	08/20/19	08/24/19	Crimetime	9:00 PM-10:00 PM		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/25/19	-----S-	\$1,400.00							
N 24	WBTV	08/20/19	08/24/19	48 Hours	10:00 PM-11:00 PM		:30			NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/25/19	-----S-	\$5,600.00							
N 25	WBTV	08/20/19	08/25/19	60 Minutes	7:00 PM-8:00 PM		:30			NM	1	\$11,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/25/19	-----S	\$11,600.00							
N 26	WBTV	08/20/19	08/26/19	M-F News at 11p	11:00 PM-11:35 PM		:30			NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/20/19	08/26/19	MTWTF--	\$1,800.00							
N 27	WBTV	08/20/19	08/25/19	Sun News at 11p	11:00 PM-11:35 PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/25/19	-----S	\$1,200.00							
N 28	WBTV	08/20/19	08/26/19	CBS Late Show	11:35 PM-12:37 XM		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Rate</u>							
		Week: 08/19/19	08/26/19	-----S	\$2,100.00							

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											Spots/Week	Rate	
		Start Date	End Date	Weekdays									
		Week: 08/20/19	08/26/19	MTWTF--				3	\$700.00				
N 29	WBTV	08/20/19	08/26/19	CBS Late Late Show	12:37 XM-1:37 XM		:30			NM		3	\$1,200.00
		Start Date	End Date	Weekdays									
		Week: 08/20/19	08/26/19	MTWTF--				3	\$400.00				
Totals												78	\$143,225.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/29/19 -08/25/19	61	\$120,175.00	(\$18,026.25)	\$102,148.75
08/26/19 -08/26/19	17	\$23,050.00	(\$3,457.50)	\$19,592.50
Totals	78	\$143,225.00	(\$21,483.75)	\$121,741.25

Signature: _____ **Date:** _____

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